

BAY STATE

Liquid
**HOUSE
PAINT**



MADE BY
WADSWORTH, HOWLAND & CO., INC.
BOSTON, MASS.
founded in 1845

TRADE
MARK



Reg. U.S. Pat. Off.

Bay State Products

WHETHER you're painting your house or enameling a chair, there is a Bay State Paint and Varnish Product especially designed for that particular job—and perfected in the great Bay State laboratories to do that job as well as it can be done.

For Sale by

MADE BY
WADSWORTH, HOWLAND & CO., Inc.
BOSTON



BAY

Suggested
Trim Colors

No. 328



515
Colonial
Ivory

No. 300



308
Cream

No. 522



323
Yellow
Buff

No. 310



328
Warm
Buff

No. 535



325
Light
Canary

No. 501



317
Terra
Cotta

No. 515



535
Oak
Brown

No. 328



501
Tobacco
Brown

1528. Outside White. (Gloss).
A beautiful clear white. Has that
real oil gloss, so much desired. A
natural heavy bodied painter's paint.

STATE LIQUID

No. 331



519
Light
Gray

No. 465



307
Pearl

for outside use
Ceilings Only



524
Light
Blue



*525
Dark
Blue

No. 555



389
Yellow
Drab

No. 515



301
Light
Drab

No. 517



465
Pure
Gray

No. 519



313
French
Gray

UNDERCOATS

1539. White. To be used as a foundation for 1528, Outside White.

1540. Buff. To be used under Ivories, Creams, Yellows, Buffs, Browns and Reds.

1541. Gray. To be used under Grays, Blues, Greens and Blacks.

COLORS MARKED * ARE HIGHER IN PRICE

Not intended

No. 501

No. 310

No. 308

No. 515

No. 328

Suggested
Price

OLD HOUSE PAINTS

No. 398



517
Greenish
Yellow

No. 310



312
Flesh
Tint

Not intended
for outside use



521
Salmon

No. 501



522
Colonial
Brown

No. 310



388
Freestone

No. 308



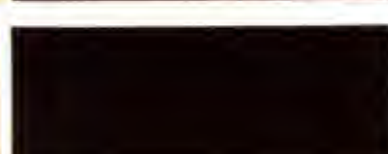
365
Oxide
Red

No. 515



310
Pompeian
Red

No. 328



305
Iron
Brown

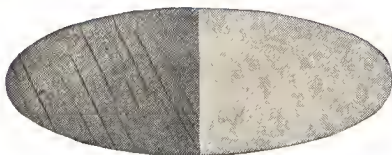
Suggested
Trim Colors

527. Inside White.
531. Flat White.
532. Inside Gloss White.



529. Black. (A Full Oil Gloss Black.) Good for slow drying work where an extremely durable finish is required.

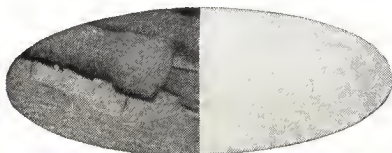
AVOID THESE 4 PAINT EVILS



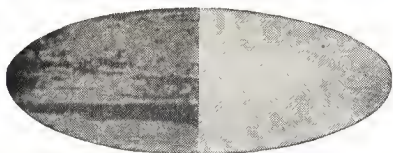
CHECKING. Oil-thirsty wood or old paint robs conventional paint of its life. But Bay State oils stay in the paint film. Keep it young and fresh looking.



CRACKING. Second step to destruction. Elasticity gone, checks open wide. But the Bay State film retains its resiliency.



PEELING. Sun and moisture do the rest. You've seen it...conventional paint literally falls off your house. Bay State wears, instead, by slow, even chalking.



FADING. Sun bleaches out and fades conventional paints quickly. But the new Bay State House-Paint System fights those destructive sun-rays.

DAZZLING WHITENESS

The new Bay State White top-coat has amazing hiding power . . . produces a finish that is actually whiter than new fallen snow . . . with a surface that stays smooth—offers no place for dirt or soot to lodge.

When you use the new Bay State two-coat system, you not only cut your paint bills 50%, but that freshly painted look lasts longer.

**USE A BAY STATE SUPERKLEEN BRUSH
FOR A GOOD HOUSE PAINT JOB!**



NEW BAY STATE SYSTEM CUTS HOUSE PAINT BILLS IN HALF

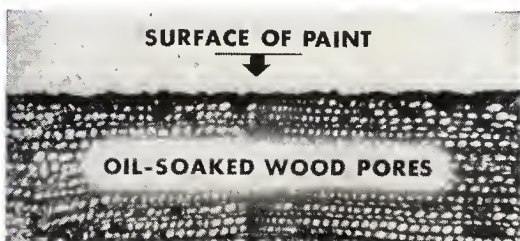
Revolutionary new two-coat paint lasts twice
as long — Defies Cracking, Peeling,
Fading, Blistering — Laughs
at Sun and Weather

THE new Bay State paint *system* upsets tradition.

Now, by using two *different types* of paint (not three coats of the same paint) . . . two coats do a better job than three ever did before. You save one whole coat on new wood. And since this new paint outlasts others 2 to 1, upkeep expense is cut in half.

What is the secret? Two new paints . . . made for two entirely different purposes. An undercoat that seals the wood pores, or the old paint, and builds a solid foundation. A top-coat made from a new pigment. Together, these two paints effectively fight destructive sun-rays.

PICTURES TELL STORY



Wood pores act very much like sponges. They rob conventional paint of its oil. Soon it grows brittle and cracks.



The Bay State development of Controlled Penetration keeps the oil in the paint film where it belongs as shown in this cross section photograph. This counteracts brittleness and dryness, maintains resiliency.

BAY STATE BUDGET PLAN

You don't need ready cash. If painting at the moment happens to be a financial burden, don't forget the average home can be painted for approximately \$5.75 per month—labor and material—under the Bay State Budget Plan. Ask your dealer for particulars.

